



Wheaton Public Spaces: Operations and Logistics Community Feedback Session

WHEATON



URBAN DISTRICT



Community Use of Public Facilities
MONTGOMERY COUNTY INTERAGENCY COORDINATING BOARD

June 2022
Wheaton Urban District Advisory Committee Meeting
CUPF Presentation

PUBLIC SPACES UNDER THE WUD

- Marian Fryer Town Plaza
- Community Meeting Room, Second Floor Wheaton Office Building
- Veterans Park

WHEATON



URBAN DISTRICT



OTHER SPACES

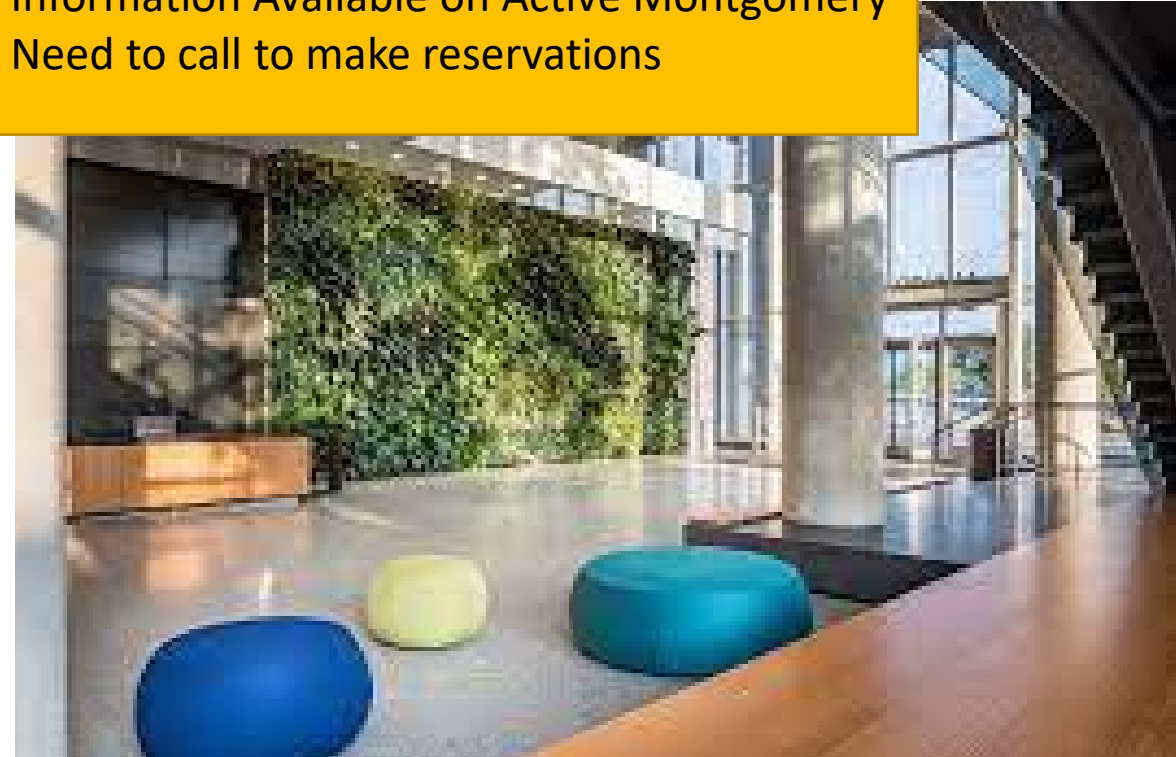
WHEATON



URBAN DISTRICT

- Planning Board Auditorium
 - Room \$100 | IT/AV \$150 (resident)
- Main Lobby
 - \$100 (resident)
- 2nd Floor Lobby
 - \$75 (resident)
- 3rd Floor Conference Room
 - \$30

- Managed by Parks and Planning
- Information Available on Active Montgomery
- Need to call to make reservations





- The MidCounty RSC (WUD) entered into an **operations agreement** with Community Use of Public Facilities for the management of the permitting process and event management WUD Public Spaces.
- CUPF is the County agency established for the purpose of managing the permitting process for over 17,000 government facilities which include county facilities, Montgomery County Public School (MCPS) facilities, outdoor field facilities, etc. for the purpose of facilitating community use of those facilities.
- WUD responsibilities
 - Hiring and assigning 3 technicians to perform scheduling and event monitoring to work at CUPF office
 - Maintaining the Public Space (cleaning, updating, etc.)
 - Budgeting of spaces to cover costs
- CUPF will be responsible for:
 - Daily management, training and supervision of three technicians
 - ICB Web Access and Scheduling database (entering scheduling information, generating licenses, running reports, and viewing reservations)
 - Management of facilities calendar

The WUD shall receive permitted use of WUD facilities at no cost up to 150 hour per fiscal year





Program Manager I, (1 position to be filled)

The functions that a Program Manager will perform:

- Meeting with potential permit holders to perform walk throughs and other on sight introductions to the facilities to be permitted.
- Management of two part time Event Monitors who will be present during permitted events. Ensure that they are aware of the type, size and nature of the event permitted as well as assure that any County equipment or other property employed by the permit holder is only operated by county employees.
- Responsible for the equipment, maintaining the facility in partnership with the Urban District and the County Department of General Services.
- Provide support to the permit holder to ensure that the proper arrangements are made to utilize the Plaza and Park.
- Support of the permit holder (similar to an event manager)
 - Query potential permit holders about the size and nature of their event to determine if additional services are needed to ensure a successful event and ensure that the Plaza and Park have appropriate protections to prevent damage.
 - Assess if the event requires extra trash collection services, the presence of security, outdoor restroom facilities may be needed, etc.





Temporary Seasonal Grade S5 (2 positions to be filled)

The functions that a Part time Event Monitor will perform:

- Attend all permitted events held on the Plaza as well as in the Park which may include night and weekend work.
- Perform set up for events prior to the start and break down at the end of events if the permit so requires.
- Responsible for working with security, County Police, the Urban District and permit holders.
- Event Monitors will also work with traffic control officers when permits allow events to expand onto Reddie Drive which will cause the need for the permit holder to work with the police in advance of finalizing the permit
- Responsible for maintaining the property and secure it from damage.
- Event Monitors will need to monitor for compliance with the permit as well as for compliance with the law
 - Monitors have the ability to interrupt or shut down events that violate the terms or conditions of the permit or break the law.
 - Monitors are expected to monitor for noise compliance, for drug and alcohol compliance with county and state law, as well as any other regulation or policy in place under which the facility use license agreement was issued.

REVIEW OF COMPS

WHEATON



URBAN DISTRICT

- Executive Office Building Plaza \$50 (nonprofit) \$100 (for profit)
- Wheaton Regional Park Picnic Shelter \$170 plus \$150 deposit (resident)
- HS Auditorium stage \$160
- RSC Conference Room \$20



REVIEW OF COMPS

WHEATON



URBAN DISTRICT

The fee schedule suggested by the CUPF Finance Manager was developed based on comparable property in Silver Spring.

VETERANS PLAZA

Veterans Plaza:	Hourly Montgomery County Non-profit Rate		Hourly Montgomery County Resident / Small Business Rate		Hourly Out-of-County or Commercial
	Mon—Friday	Sat—Sunday	Mon—Friday	Sat—Sunday	All times
(Full)	\$125 p/h	\$175 p/h	\$150 p/h	\$225 p/h	\$225 p/h
(Lighted Pavilion Half)	\$90 p/h	\$120 p/h	\$100 p/h	\$150 p/h	\$175 p/h
(Non-Pavilion Half)	\$60 p/h	\$75 p/h	\$75 p/h	\$100 p/h	\$125 p/h
*Veterans Plaza Please note: for concerts, festivals, or live entertainment on the Plaza, event proposals must be submitted to the Operations Manager					

For area information: www.silverspringdowntown.com • www.visitmontgomery.com • www.montgomerycountymd.gov/cupf •

Form Updated: 03-10-21 •



Please note:

- All proposed fees are subject to approval by the ICB
 - Community is encouraged to provide input on the proposed fees to the Interagency Coordinating Board.
- Once events begin, **fees may need to change based on maintenance costs** to the Wheaton Urban District. It is difficult to determine what actual maintenance cost will be until events begin.
- CUPF has plans to conduct a fee study through a consultant in the Fall which will further inform and make recommendations related to all of the fees that CUPF charges for all facilities under its management.

FEE SCHEDULE

WHEATON



URBAN DISTRICT

Community Meeting Room

Community Meeting Room (2nd Floor Reddie)	Hourly Montgomery County Non-profit Rate			Hourly Montgomery County Resident/ Small Business Rate			Hourly Out-of-County or Commercial
	Mon-Fri 8AM - 6PM	Mon- Fri* 6PM-11PM	Sat-Sun Anytime	Mon-Fri 8AM - 6PM	Mon- Fri * 6PM-11PM	Sat-Sun Anytime	All times
Room	\$20	\$20 + \$45 (after hour staff cost for a minimum of 3 hours)	\$20+ \$45 (after hour staff cost, for a minimum of 3 hours)	\$25	\$25 + \$45 (after hour staff cost for a minimum of 3 hours)	\$35+ \$45 (after hour staff cost, for a minimum of 3 hours)	\$50+ \$45 (after hour staff cost, for a minimum of 3 hours)

The Wheaton Urban District will cover after hour staff cost for all non-profit and resident/small business events taking place on Monday's and Thursday's starting in September to make it less cost prohibitive to use the space



FEE SCHEDULE

WHEATON



URBAN DISTRICT

Marian Fryer Plaza

Marian Fryer Town Plaza	Hourly Montgomery County Non-profit Rate		Hourly Montgomery County Resident/ Small Business Rate		Hourly Out-of-County or Commercial
	Mon-Fri	Sat-Sun	Mon-Fri	Sat-Sun	All times
Marian Fryer Town Plaza	\$75	\$100	\$100	\$150	\$300
Amphitheater Seating	\$75	\$100	\$100	\$150	\$300
Stage	\$50	\$65	\$75	\$90	\$180
Building Plaza	\$25	\$35	\$35	\$45	\$90
Package 1: Plaza with Amphitheater Seating	\$150	\$200	\$200	\$300	\$600
Package 2: Plaza, Amphitheater Seating, Stage	\$200	\$265	\$275	\$390	\$780
Package 3*: Plaza, Amphitheater Seating, Stage, Road Closure, Building Plaza Extension at 2425 Reddie Dr.	\$225	\$300	\$310	\$435	\$870
*Packages 3 requires customers to obtain a permit, at an additional cost, from the Department of Transportation for the closure of Reddie Drive. Customers may also be required to obtain permits from the Department of Health and Human Services and/or the Department of Permitting Services depending on the nature, setup and activities of the event.					
Add Ons:	Per Use				
Podium	\$5	\$10	\$10	\$15	\$30
Stage Add On: <i>Sound and Lighting Basic</i> (one mic, one color light)	\$40	\$45	\$45	\$50	\$100
Stage Add On: <i>Sound and Lighting Full*</i> (multiple lights, sound plug in for music, and speakers)	\$100	\$125	\$125	\$150	\$300

FEE SCHEDULE

Marian Fryer Plaza Continued

WHEATON



URBAN DISTRICT

All events must be staffed with an Event Monitor. Additional staff may be required for large/extensive events, after business hour events, or events with alcohol service.				
Additional Event Monitor:	\$ 40 per monitor/per hour			
Security Officer	\$35 per officer/per hour			
Cleaning Staff	\$25 per staff/per hour			
For all events \$250 a application fee is due at time of reservation and will be applied to total cost of the permit. There is a three hour minimum for all events.				
NOTE: Port-a-potties and/or dumpsters may be required. If required, the permit holder is responsible for arranging those services and coordinating with the vendors of those items.				

FEE SCHEDULE

WHEATON



URBAN DISTRICT

Veterans Park

Veterans Park	Hourly Montgomery County Non-profit Rate		Hourly Montgomery County Resident/ Small Business Rate		Hourly Out-of-County or Commercial
	Mon-Fri	Sat-Sun	Mon-Fri	Sat-Sun	All times
Veterans Park	\$40	\$45	\$45	\$65	\$130
*Note because this park is a memorial for our Veterans the type of use of the park may be limited.					
For all events \$250 a application fee is due at time of reservation and will be applied to total cost of the permit. There is a three hour minimum for all events.					
All events must be staffed with an Event Monitor. Additional staff may be required for large/extensive events or events with alcohol service.					
Additional Event Monitor:	\$ 40 per monitor/per hour				
Security Officer	\$35 per officer/per hour				
Cleaning Staff	\$25 per staff/per hour				

FEE SCHEDULE



Marian Fryer Plaza Continued

All events must be staffed with an Event Monitor. Additional staff may be required for large/extensive events, after business hour events, or events with alcohol service.

Additional Event Monitor:	\$ 40 per monitor/per hour			
Security Officer	\$35 per officer/per hour			
Cleaning Staff	\$25 per staff/per hour			

For all events \$250 a application fee is due at time of reservation and will be applied to total cost of the permit. There is a three hour minimum for all events.

NOTE: Port-a-potties and/or dumpsters may be required. If required, the permit holder is responsible for arranging those services and coordinating with the vendors of those items.

COMMUNITY ACCESS PROGRAM (CAP)

WHEATON



URBAN DISTRICT

County Council Approved \$75,000 for a Community Access Program in FY23 for Wheaton

The Community Access Program (CAP), provides funds that help to offset the cost of renting Wheaton Public Spaces. This opportunity allows community groups to offer programs and activities to the greater community that may otherwise not be available due to budget constraints or limitations. The program will be modeled after the Silver Spring program.

The program is intended to provide financial assistance and increase opportunities to groups, organizations, and community member whose events fosters a more equitable and inclusive Montgomery County and align with Montgomery County's Seven Priority Outcomes.



Thriving
Youth &
Families



Safe
Neighbor
-hoods



A More
Affordable,
Welcoming
County



A Growing
Economy



A Greener
County



Easier
Commutes



Effective,
Sustainable Government





Wheaton Community Access Program (CAP)

A Wheaton CAP Review Committee will evaluate applications for this program. This committee will be made up of an RSC representative, a CUPF representative, and the Wheaton Public Event Program Manager.

Financial need will be given priority consideration under this program and all applicants approved under this program will share a portion of costs related to benefits to the community. Eligible groups may include: Various community groups (youth, faith based, art, cultural, clubs, sorority/fraternity, etc.) that are working on improving and/or positively impacting others in Montgomery County.

Once the newly created Office of Grants Management program oversight will likely transition to them.

TIMELINE (TENTATIVE)



- July 2022 | Posting of Positions
- July 27, 2022 | Presentation of Fee Schedule to Interagency Coordinating Board (ICB) Your input is encouraged!
- August 2022 | Hiring of Staff
- August 2022 | WUD Public Spaces Made Available for Rental on Active Montgomery